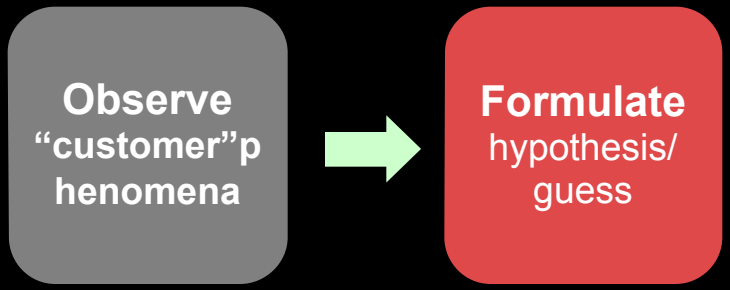
Apply Scientific Method to *Customer Discovery*

Observe
"customer"
phenomena

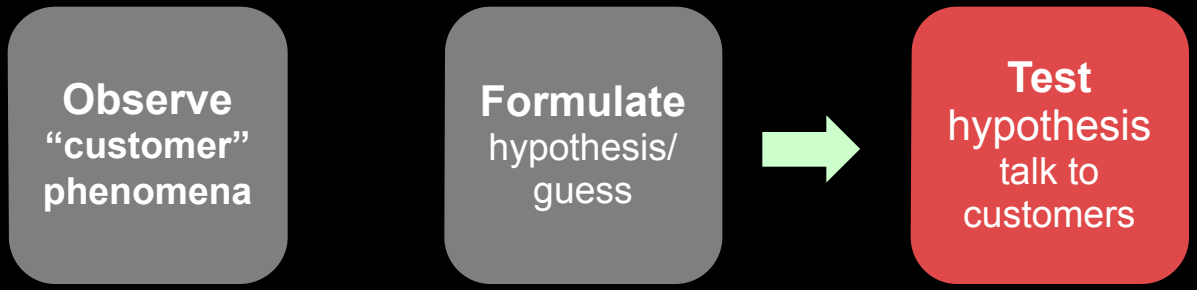
Step 1

Apply Scientific Method to *Customer Discovery*



Step 2

Apply Scientific Method to *Customer Discovery*



Step 3

Get *out* of the building!

Step 3: *Test the Problem*

(test your CS & VP guesses)

Value Propositions

Customer Segments

Step 3: *Test the Problem*

(test your CS & VP guesses)

Value Propositions

Customer Segments

Identify customer *problems* and *needs…*

Step 3: *Test the Problem*

(test your CS & VP guesses)

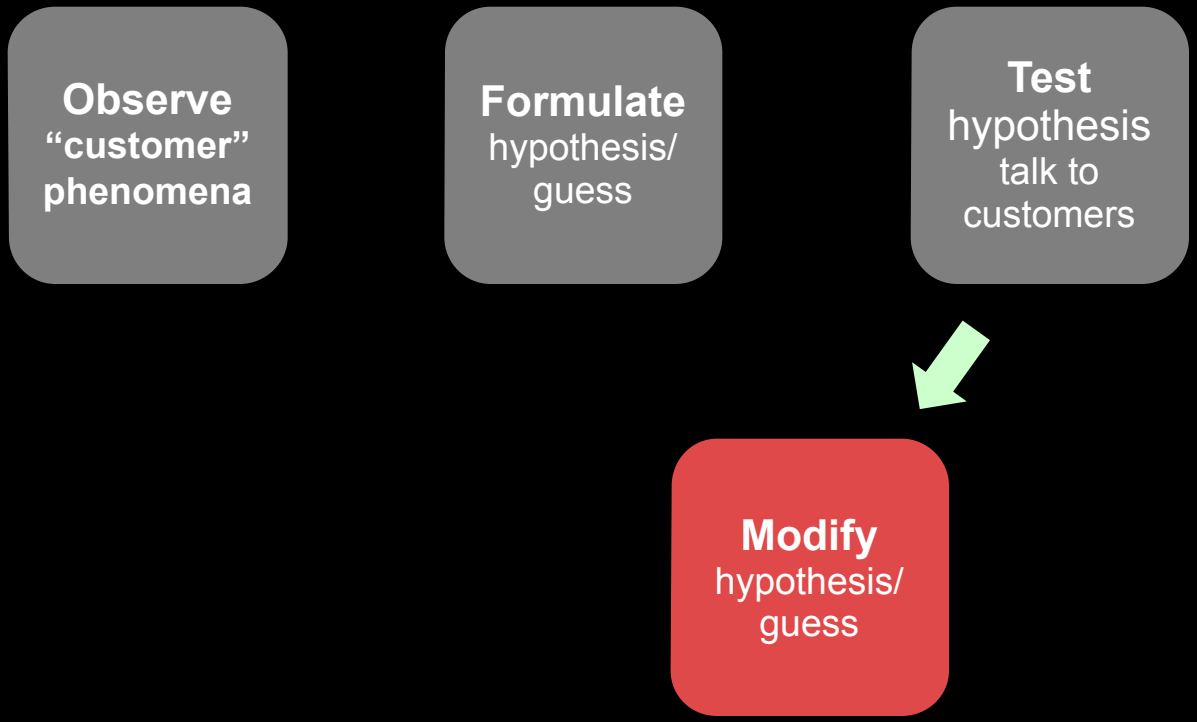
Value Propositions

Customer Segments

Identify customer
problems and *needs*…

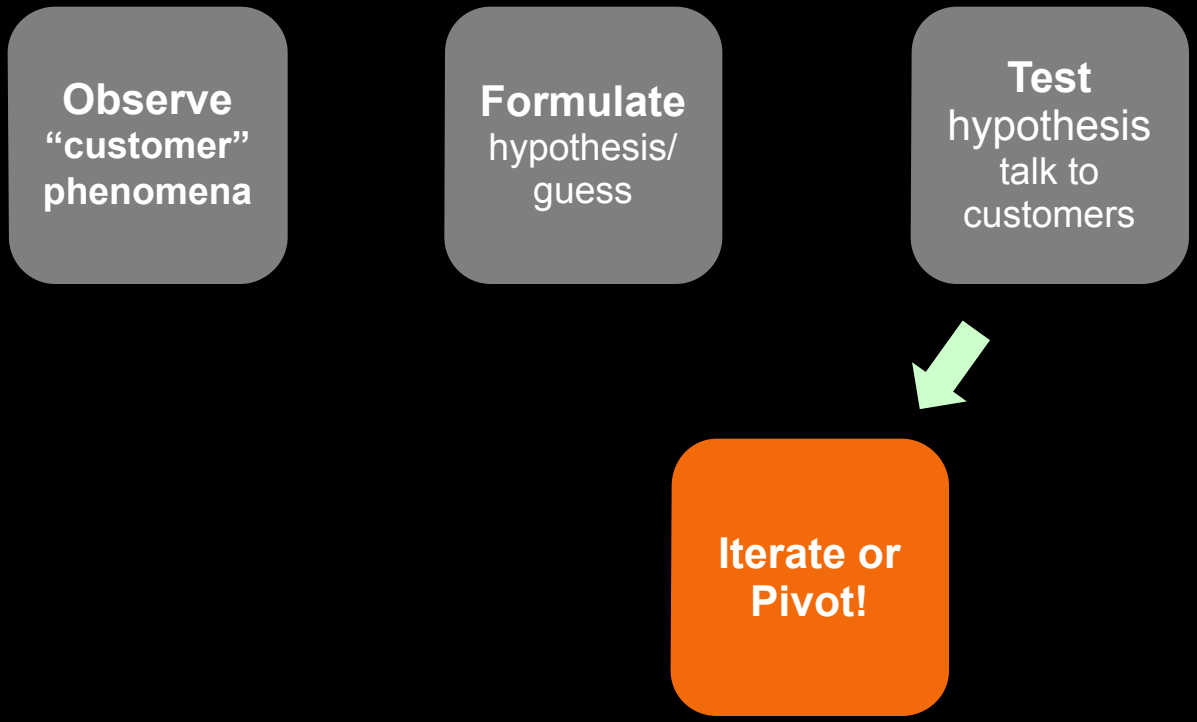
focus on customer pains, desired gains, and jobs.

Apply Scientific Method to *Customer Discovery*



Step 4

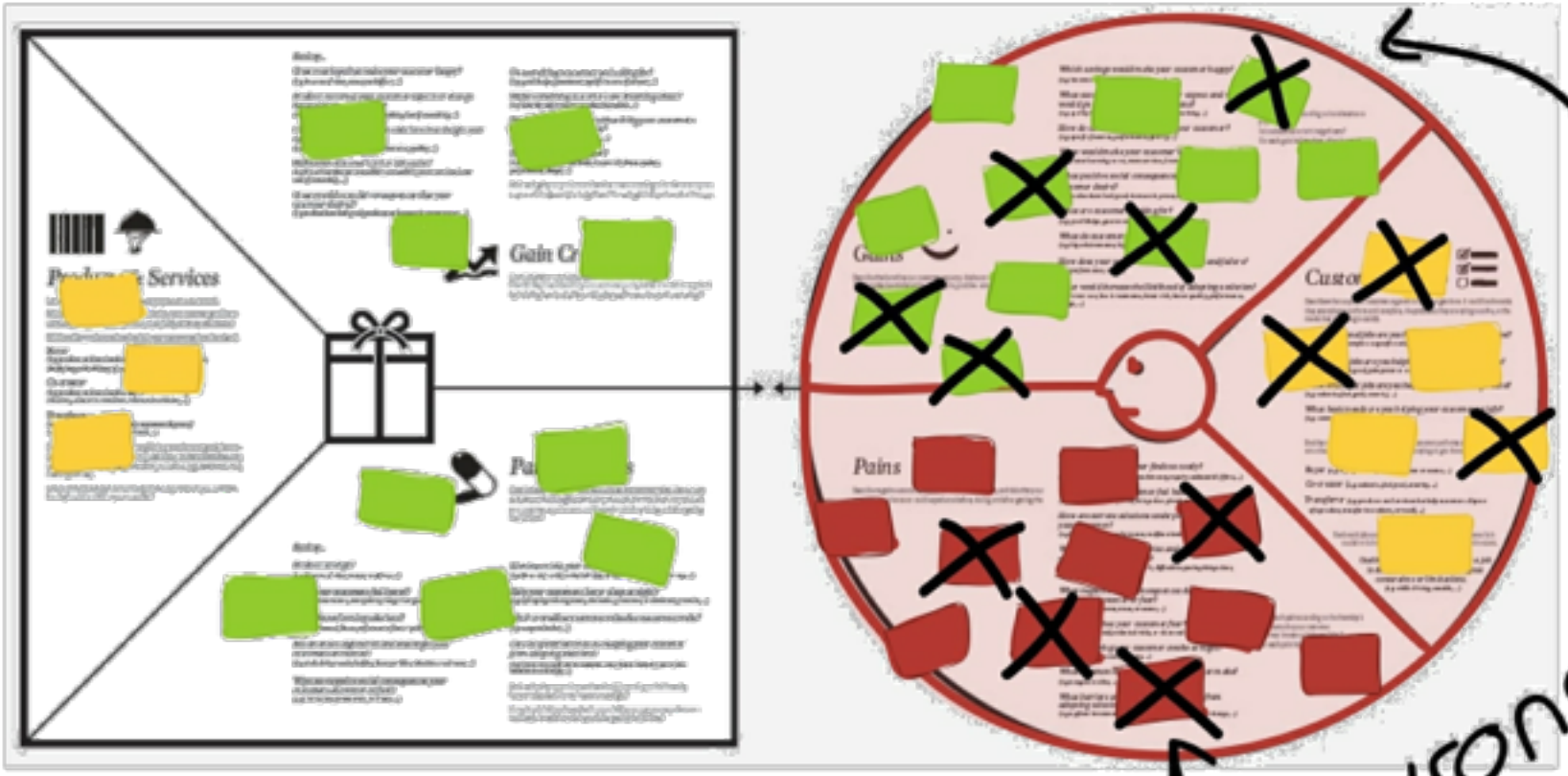
Apply Scientific Method to *Customer Discovery*



Step 4

Step 4: *Iterate and Pivot*

(adjust your CS guesses about the Problem)

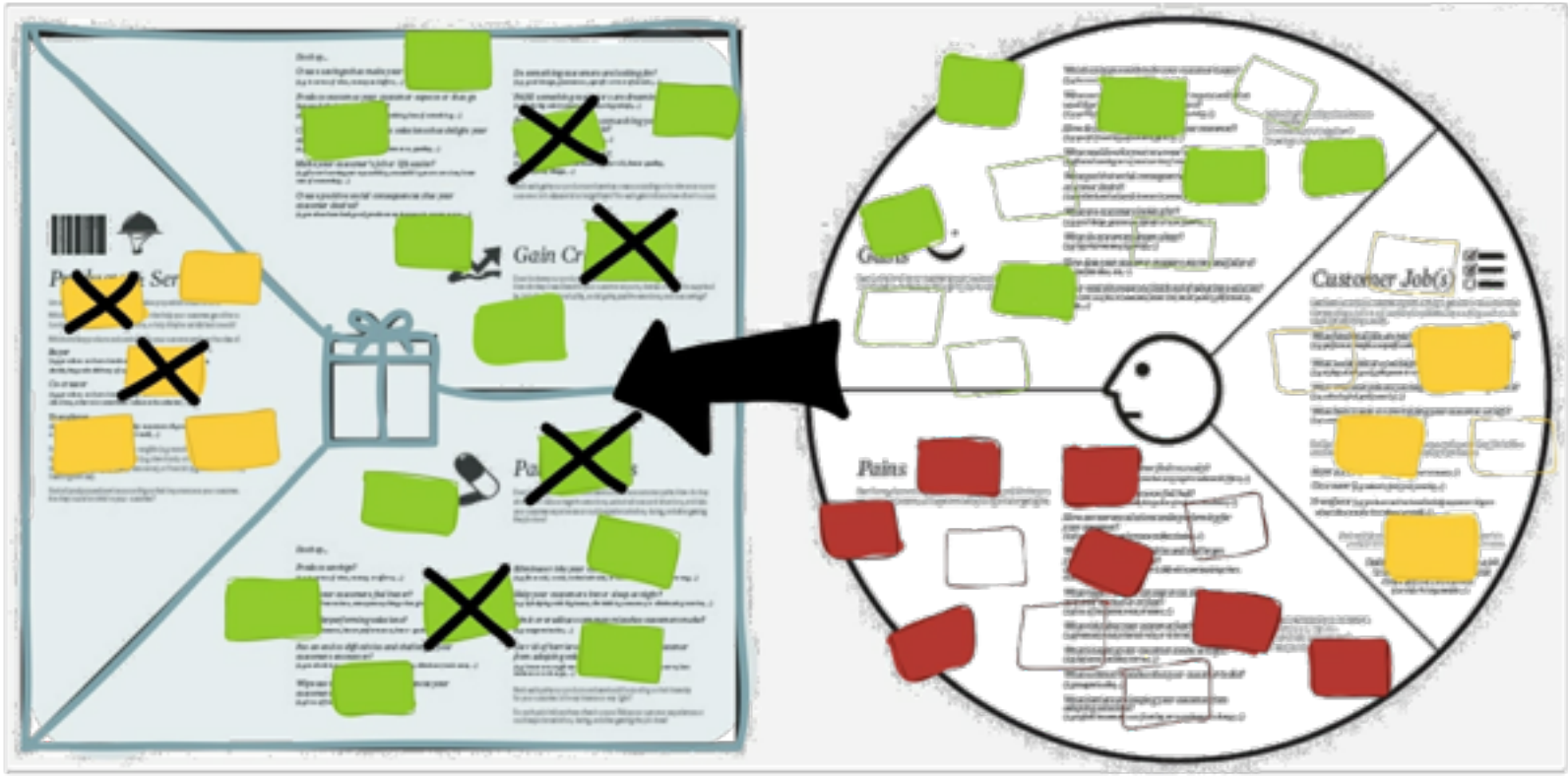


wrong assumptions

…iterate and pivot

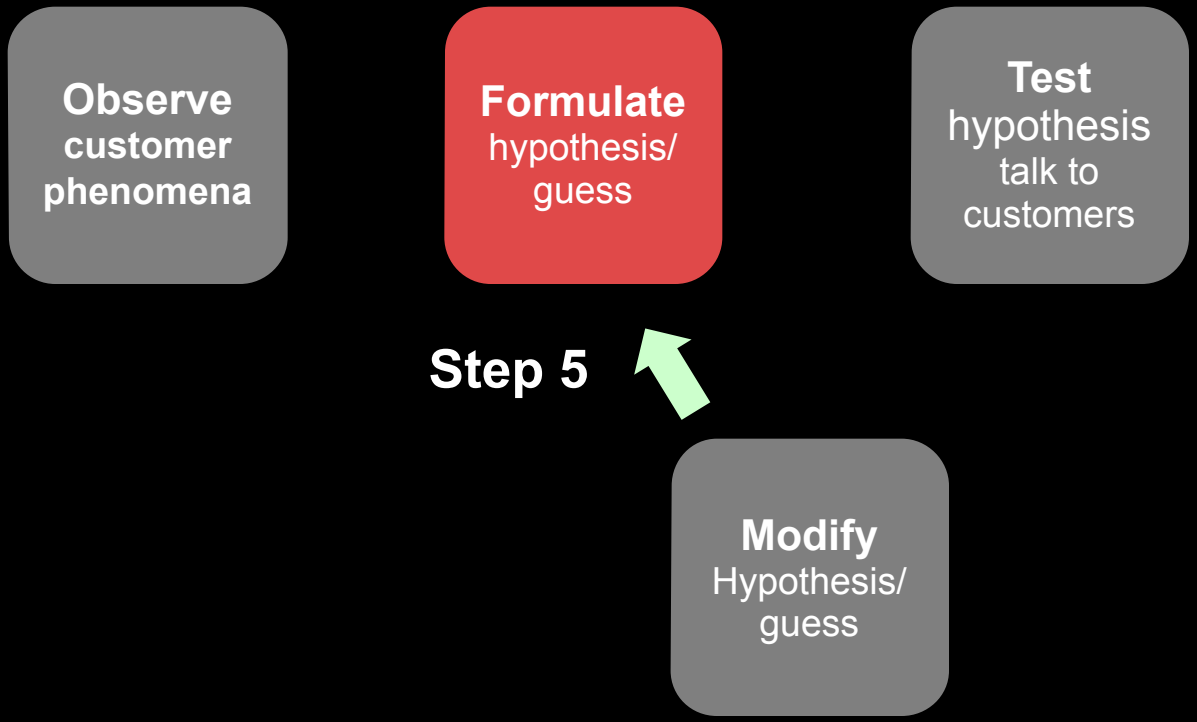
Step 4: *Iterate and Pivot*

(redesign Value Proposition about the Problem)

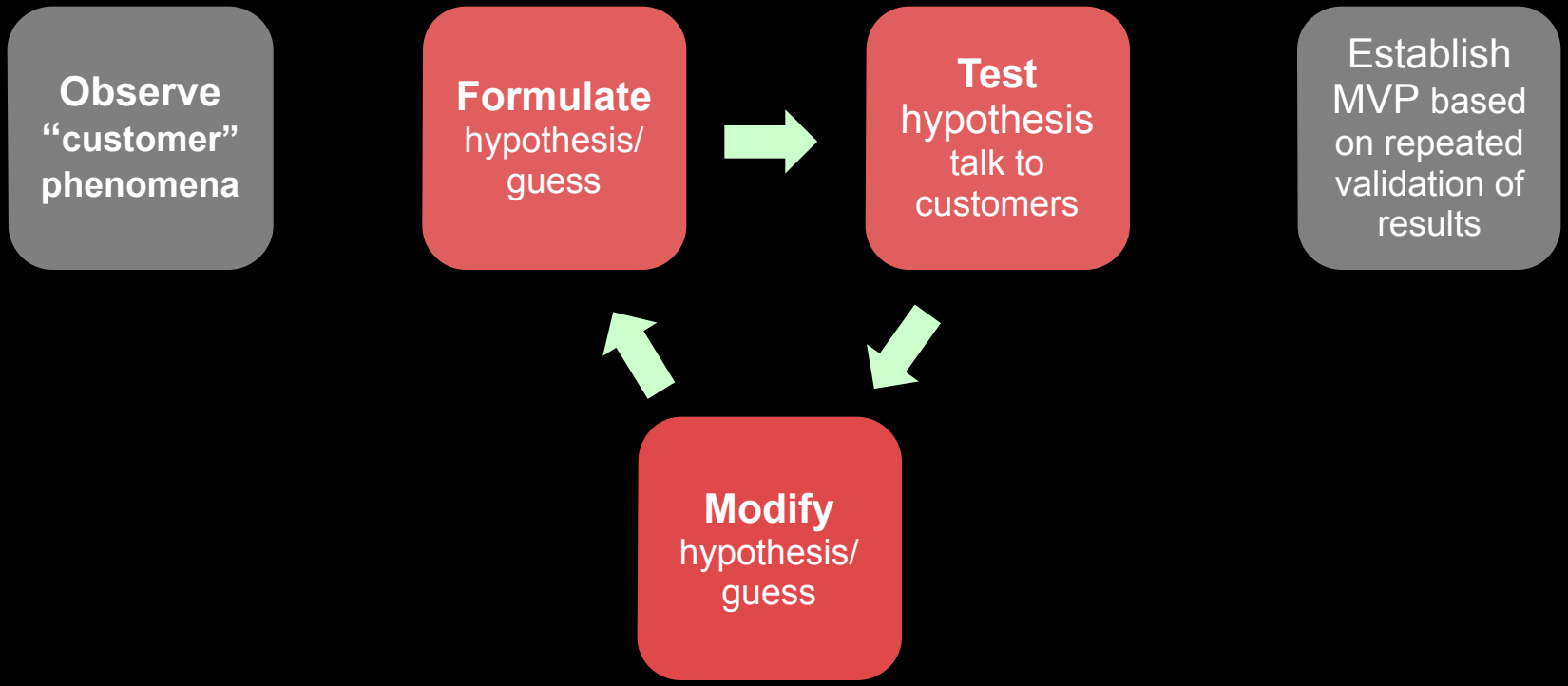


…iterate and pivot

Apply Scientific Method to *Customer Discovery*

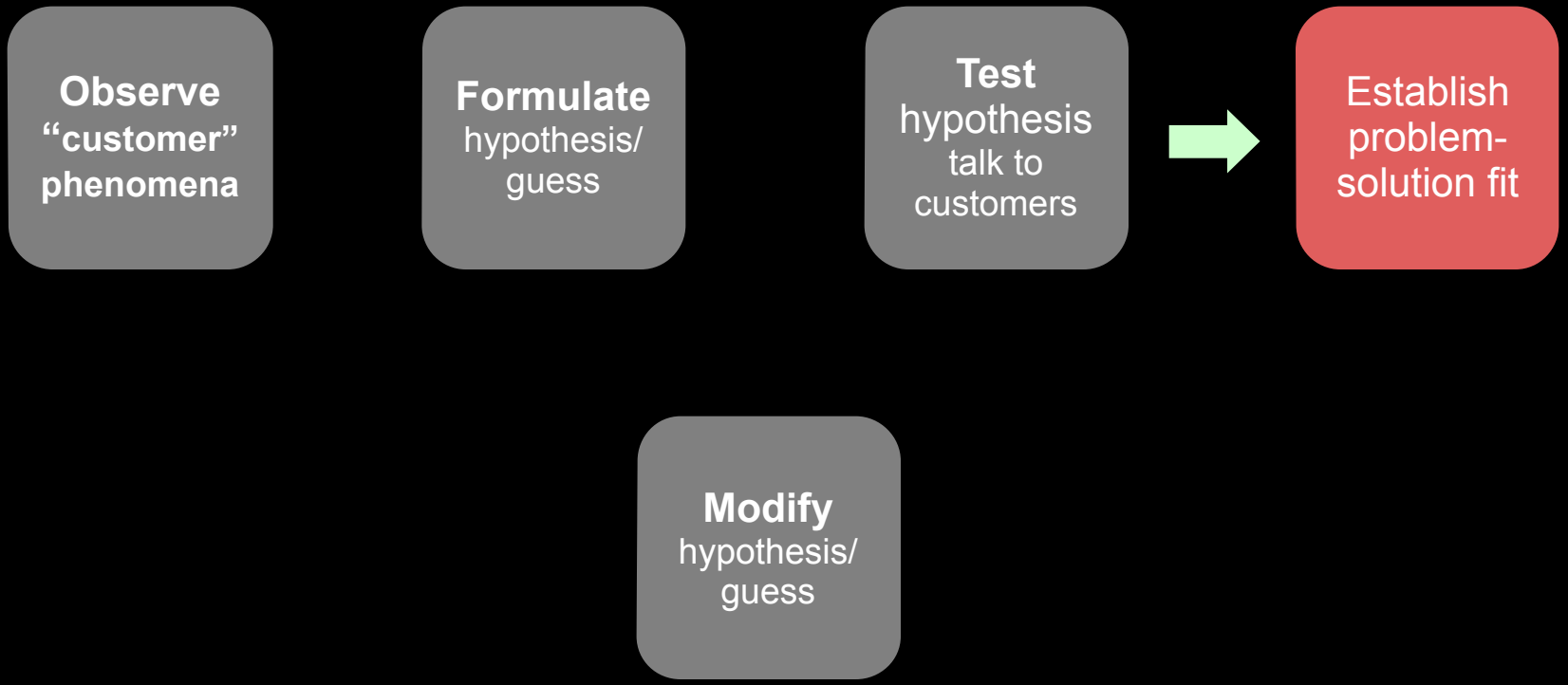


Apply Scientific Method to *Customer Discovery*



Repeat
as needed

Apply Scientific Method to *Customer Discovery*



Your goal is to validate a

Problem-Solution Fit

Now you can start

testing a product…

Minimum Viable Product

(MVP) approach

Test the *Solution*

Value Propositions

Customer Segments

Test minimum viable product features

Test the *Solution*

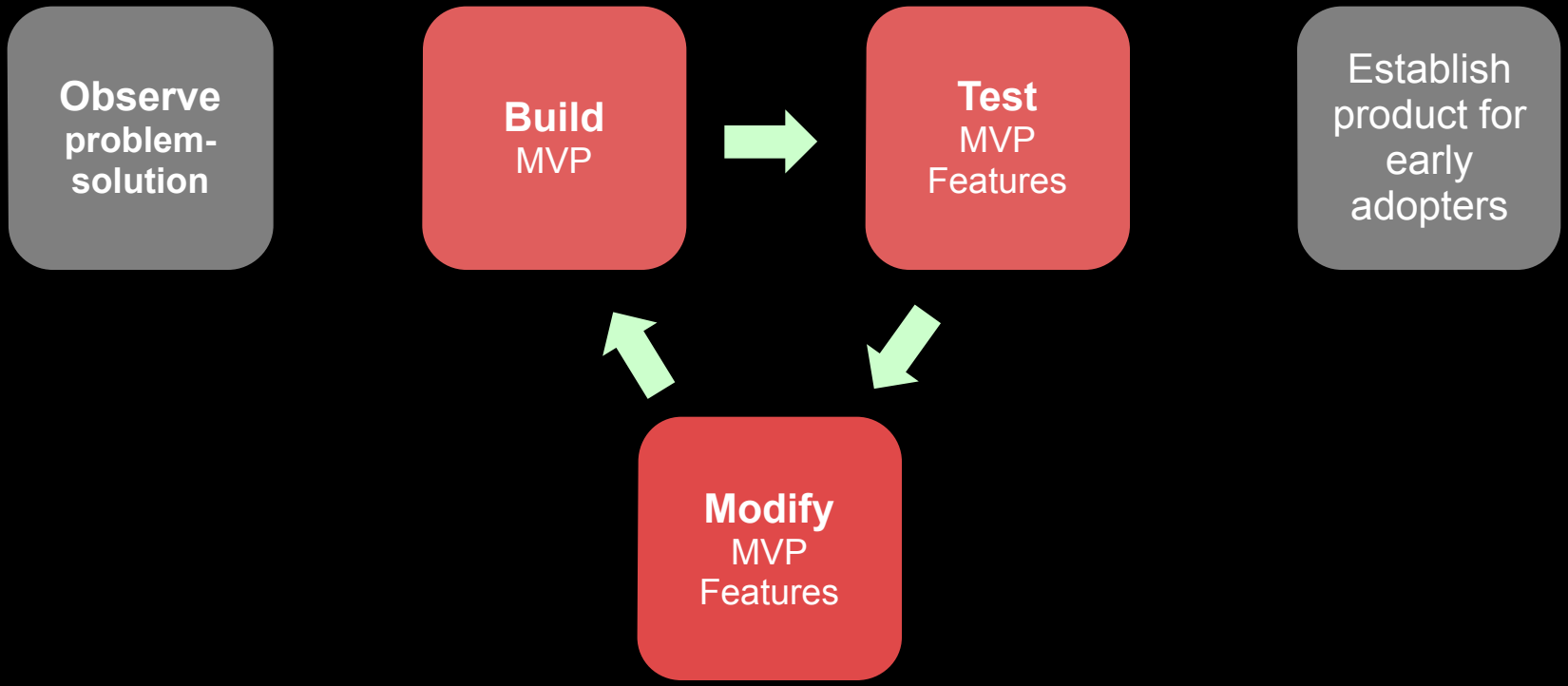
Value Propositions

Customer Segments

Test minimum viable product features

Do they satisfy *problems or needs?*

Scientific Method *for MVP*



Repeat
as needed